LA 2028 Tickets: Olympic Retail Tenants Taking Early Look At LA

LA 2028 Tickets: As the Los Angeles Games draw near, international delegations and major companies are actively searching and leasing retail locations across LA, backed by strong post-pandemic growth and positive energy from the World Cup. Locations like Third Street Promenade are landing long-term tenants for social centers and pop-ups, building lasting economic and store perks well beyond the event.

Third Street Promenade Attracts Long-Term Tenants for the Olympics

The world's best sports stars aren't the only people preparing for the Olympic 2028 and Paralympic Games. The Los Angeles real estate group is also gearing up for global companies. National sponsors and international teams quietly shop for storefronts almost two years before the first day. Los Angeles retail prices are poised to grow after a time of post-pandemic recovery.

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Creating a setting that's helping to fuel early interest from brands and foreign groups scouting space for use in 2028. Demand is high because tenants know that

there is a small window to enter the market using current pricing, said Daniel Negari. He owns properties along Third Street Promenade in Santa Monica.

Undisclosed Nation Negotiates Hospitality House Lease in Santa Monica

An undisclosed country joining the Olympics is in negotiations to rent 15K SF of retail space. At Third Street Promenade for a hospitality house. It will start as a pop-up and then move to a more standard, long-term lease, Negari told Bisnow in an email. Hospitality houses are local and social hubs run during the Games for visitors, families, and players from visiting countries.

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During the Olympics, part of the structure will serve as the nation's official hospitality and delegation center. With space for their ambassador, government representatives and invited people, Negari said in an email. After the Olympics, that zone of the building will transition to non-Games-related uses, including coworking, cultural events and event areas.

Los Angeles Retail Rents Continue Climbing as Olympic Demand Increases

The Olympics are the spark for the opening, but they are not the whole business idea, Negari said. Retail rents in LA reached $2.93 per SF in the second quarter, according to CBRE. They should continue to rise. The city’s recent increase in

visitors and hotel stay rates related to the World Cup is also driving early interest as the Olympics come closer.

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The World Cup made so much positive momentum plus good feeling here locally and nationally, and I really believe it showed a far more positive picture of Los Angeles than some news sources nationally and internationally communicated, CBRE Managing Director Jessica Lall said. Los Angeles' streets came to life for huge public World Cup watch events across the city when the area hosted eight matches at Inglewood's SoFi Stadium earlier this year.

World Cup Success Boosts Confidence in the Los Angeles Retail Market

Downtown LA's streets were filled with jersey-wearing soccer fans on a walk between bars. Fan zones, hospitality hubs and enterprising food and beverage shops turned on their screens to the games. When the event wrapped, the verdict proved that the city had shown its best face. Since the World Cup, Olympic-related inquiries in retail space have picked up, Lall said. Click to read more about **LA 2028 Tickets**.

CBRE is seeing inquiries from a range of product brands, especially those in the clothing sector. Those are looking to rent space for terms of approximately 3 years to be in place for the lead-up and time of the Olympics, CBRE Research wrote to Bisnow in an email. For retail activations, companies are typically looking for spots approximately 5K SF.

Third Street Promenade Foot Traffic Approaches Pre-Pandemic Levels

But groups from countries sending athletes to the Games are looking for the 20K SF to 30K SF size for pop-ups with rental terms of approximately three months, CBRE Research said. Retailers are checking out space in Beverly Hills and Venice's Abbot Kinney district, according to CBRE. The firm also named Third Street Promenade. Activity is only beginning to grow, Negari said.

The amount of attention Negari is seeing, plus other indicators of Third Street Promenade's health, gives him hope about what's to happen. Foot traffic at the mall is approximately 80% of 2019 traffic levels, and on the weekends is exceeding 2019 numbers, Negari said. For Third Street Promenade specifically, the combination of foreign exposure, increased visitation and new brand interest can create gains that last well beyond the Games, Negari said.

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Q: What is driving the early commercial real estate activity in Los Angeles before 2028?

Strong post-pandemic recovery and positive energy from hosting World Cup matches are fueling early commercial real estate inquiries.

Q: Why are foreign delegations leasing large retail spots in LA?

International delegations are securing large 20K to 30K SF temp locations to serve as culture and delegation hubs during the event.

Q: Which Los Angeles zones are experiencing high demand for Olympic-related retail activations?

Retail companies and national sponsors are actively searching storefronts in Third Street Promenade, Beverly Hills, and Abbot Kinney.

Q: What future benefits do property owners anticipate from Olympic-driven leases?

Owners expect increased international visibility and visitation to create gains and non-Games commercial uses that last well beyond the Games.

Q: How can fans purchase LA 28 Tickets online safely?

Fans can get LA 28 Tickets online through resale ticketing secondary marketplace sites such as eTicketing.

Q: Where is the best secondary place to find Los Angeles Olympic 2028 Tickets?

You can view available seat options and get Los Angeles Olympic 2028 Tickets through secondary sellers like eTicketing.

Q: How do fans order direct passes for Summer Games Tickets?

eTicketing offers access to various pass options for fans wanting to buy Summer Games Tickets securely.

Q: Are primary and secondary choices available for Olympic Tickets?

Yes, official Olympic Tickets can be bought via draws, and secondary access is offered on eTicketing.

Q: How can track and field lovers order Olympic Athletics Tickets?

Dedicated track fans can locate and purchase Olympic Athletics Tickets online using eTicketing.

Q: What is the most trusted way to obtain Summer Olympic Tickets online?

The simplest way to reserve verified entry passes for top events is to buy Summer Olympic Tickets on eTicketing.